A STUDY ON GREEN CONSUMERISM AWARENESS AND BEHAVIOURAL ATTITUDES TOWARDS GREEN PRODUCTS AMONG WOMEN IN MANGALORE CITY CORPORATION AREA OF KARNATAKA

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1. INTRODUCTION

Since the 1980s, when the Brundtland Commission was founded to unify countries in the fight against unsustainable growth, the need for sustainable development has increased in global importance (World Commission on Environment and Development, 1987). Numerous countries have devised and are refining climate change strategies; the majority are promoting activities to accomplish the sustainable development goals, which currently serve as the overall strategic framework for securing efforts to ensure a sustainable future. In this background, studies into the factors that affect more sustainable ways of life and behaviours that are more likely to lead to a better future has gained popularity over the last decade.

A particular emphasis has been placed on elucidating the factors that influence consumers to make green choices and participate in more environmentally friendly purchasing behaviour (Joshi and Rahman, 2015; Tripathi and Singh, 2016), with some progress made in disentangling the relationships between a general concern for sustainability and environmentally friendly actions and purchases.

Green has emerged as a global concern, prompting millions of consumers to seek information on how they might live an eco-friendlier lifestyle. However, awareness of green products and services is insufficient to persuade a consumer to purchase green products. Despite environmental concerns and positive attitudes of consumers towards sustainability and green products, the market share of green products remains limited to 7–8% of the world market (Transparency Market Research Report, 2021). As a result, identifying the factors that influence green product buying behaviour is critical in order to improve green product purchase as well as green consumption.

Indian consumers' preference for environmentally friendly goods can be traced back to government initiatives that favoured handloom and small-scale producers. In 1991, India introduced the 'Eco-mark' labelling system, which is a national Eco-labelling programme. Aside from environmental considerations, products with the Eco-mark must also achieve a high standard of quality. The Union Ministry of Power's Bureau of Energy Efficiency has implemented a star-labeling programme for electrical appliances (BEE). The mark lets customers know which products are energy-efficient.

The current study focuses on Mangalore, a city in Karnataka's Dakshina Kannada district. The district is well known as an education hub with the highest literacy in the entire state of Karnataka. Increased levels of literacy and education have supplied the human resources necessary for industrial and service businesses to flourish and expand. (Ministry of Micro, Small & Medium Enterprises, Government of India, 2016).

Mangalore is well-known for its tiles, beedi, cashew kernels, coconut oil, and food and beverage sectors, as well as industries such as rubber, plastic goods and wooden items. After the creation of a sea port in Mangalore in the 1970s, the district's industrialization accelerated. Mangalore has seen a boom in trade and commerce in recent years, as well as the establishment of service industries, information technology and information technology-related clusters, and Special Economic Zones. Mangalore is rapidly establishing itself as a desirable real estate location in Karnataka. The region's industrial development has been assisted by the sea port, airport, rail network, and national highways. As the area's large industries flourished, so did the environmental repercussions. As a result, activism against anti-environmental companies in the area was begun by impacted groups, citizens, and environmental organisations. The ecology of the Western Ghats, the influence on the coastal ecosystem and fish production, the effect of heavy rainfall and fly ash, the effect of industrial pollution on soil, the availability of resources like water, and the overloading of traffic networks are all causes for worry. (State of the Forest Report, 1987). Mangalore was classified as the most polluted city in the country according to research done by the Central Pollution Board in 2010 (The Hindu, 2010).

As early as 2012, the Mangalore City Corporation banned the production, sale, and distribution of plastic bags. However, Government of Karnataka issued a Gazette notification in March 2016 banning the production, transportation, supply, sale, and use of 12 plastic items in the State. Nearly 70,000 people work in the state's plastic industry, either directly or indirectly. The majority of these individuals involved in the plastic business hail from Dakshina Kannada district. Efforts are being undertaken in the district to promote bags made of jute and cotton as an alternative to disposable plastic bags. Several district social entrepreneurs have considered developing dissolvable and biodegradable bags, plates, and spoons.

However, policies and concepts alone are insufficient; a lack of public knowledge can bury even the most brilliant project. Therefore, there is a need to improve public awareness and drive consumers toward more sustainable consumption patterns. In this context, the present study is a sincere effort to identify and explain the various dimensions of green consumerism awareness and behavioral attitudes among women in Mangalore City Corporation Area of Karnataka.

1.1 Green Consumerism: A New Era in Consumerism

In mainstream Economics the individual, is considered to be rational, self-interested, autonomous, and well-informed (Nelson 1998). These qualities of "Economic man" enable him to develop his preferences for goods and services with care, optimising his utility function when faced with a budget limitation. This standard approach leads to the conclusion of economic man that "more is better" and it will give rise to consumerism (England 2003).

By "consumerism" we mean the purchase and consumption of goods and services by people in excess of their basic needs. Since consumerism began, people around the globe, especially in developed countries, have been seeking an alternative lifestyle such as simple living. With the advancement of Information & Communication Technology (ICT), consumers are becoming more watchful and conscious not only about their rights but also about evil effects of consumerism on the environment. But the concept of green consumerism is somewhat different. Its focus is on sustainable consumption which means reducing inequality in consumption, minimising the consumption pressure on earth's resources and consuming in sustainable and environment friendly way. The framework for green consumerism has been established by economic, social, and cultural forces. Modern-day social attitudes and movements are urging consumers to be more aware of firms' manufacturing techniques and only buy or utilise products and services that are environmentally friendly (Reddy & Padhi, 2008). According to the United Nations Intergovernmental Panel on Climate Change's most recent report, adjustments in lifestyle, nutrition, and energy usage can have a significant impact on reducing environmental deterioration.

1.2 Sustainable Development and Green Consumerism

Green consumerism is inextricably linked to concepts of sustainable development and ethical consumer behaviour. It is a mode of consumption that is compatible with preserving the environment for future generations. It is a notion that holds consumers accountable or co-accountable for resolving environmental problems through the adoption of ecologically friendly behaviours such as the usage of organic products, energy that is both clean and renewable.

Green consumerism concerns itself mainly with the changes in the private lifestyle of the individual. The purview of the environmental policy is limited as far as individual consumer is concerned. The objective of green consumerism is to provide insights into the challenges and risks associated with the abusive consumption of natural resources. It aims to achieve a balance between the expectations of consumers and business profit motives. Ultimately this will broaden the path of sustainable development.

Sustainable development focuses on improving the quality of life for all the Earth's citizens through conservative usage of natural resources. It is about acting, changing policy and practice at all levels from the individual to the international. In this respect, the concept of green consumerism has been clearly associated with sustainable development. In recent years several organizations have tried to measure and monitor the close relationship between sustainability and green consumerism. As a result, for an increasing number of organisations, adhering to the three pillars of sustainability (social, economic, and environmental) has become a prerequisite for success (Cowan & Guzman, 2020).

1.3 Concept of Green Consumerism

Green consumerism is not an easy concept to define. The available literature defines Green Consumerism in a variety of ways, illuminating the task of identifying green consumers. Green consumerism is a state of mind in which consumers seek out goods and services that are produced sustainably. The idea behind terms like green consumerism, environmental consumerism, ethical consumerism, and sustainable consumption is that if consumers are environmentally and socially conscious, purchase only products or commodities with no troubled environmental and social

legacies in production and processing, and boycott harmful commodities, producers will change environmentally and socially harmful processes. Consumers are therefore a proactive and powerful agent of change. Green consumerism refers to the production, promotion, and preferential use of goods and services that make environmental claims (Akenji, 2014). Green consumers, as defined by Shabani *et al*. (2013), are those consumers who consider the environmental impact of their purchasing decisions, market activity, and consumption patterns when buying products. The positive impact of the green consumer movement is felt not only in daily consumption habits, but also in product management decision-making, government legislation, and green consumers boycotting non-environmentally friendly products (Chan, 2000).

1.4 Green Product Attributes

Green products' eco-friendly attributes constantly demonstrate why they are capable of contributing to environmental protection and engendering consumer loyalty. In their book, 'The Green Consumers', Elkington *et al.,* (1993) listed numerous qualities that a product must possess in order to be considered "green". They stated that a green product should not include the following:

- Jeopardise the health of humans or animals;
- Any stage of its life cycle, including production, usage, and disposal, has an adverse effect on the environment.
- Contribute to unnecessary waste, either through excessive packing or a product's short useful life;
- Entail the unnecessary usage or abuse to animals; and
- Incorporate resources obtained from endangered species.

1.5 Consumers' Income and Spending Pattern towards Green Products.

Macroeconomic concerns such as inflation have created economic pressures for the lowest income earners, as their income is barely enough to cover their families' fundamental needs; consequently, these households are unable to save money. The growing cost of living as a result of rising domestic goods and service prices has a considerable impact on household spending. The rising cost of living may have an effect on green products in three ways: consumer perception, practise, and

willingness. Increase in household income has also resulted in increase in household expenditure. Individuals' purchasing behaviour has a direct effect on the health of the environment and can thus be regarded a significant predictor of environmental health (Sharma *et.al,* 2019). There is a considerable, if unsurprising, association between household income and total environmental consequences, according to research.

A frequently asked research topic is whether green consumers will pay a premium for greener products. In Economics, pricing signals and rational consumer choices, which are based on self-interest and perceived costs and benefits, play a key role in explaining the dynamics of the market. Such research implies that current costs are the norm and that environmentally friendly products are an extra luxury. A counter-argument is that the prices we currently accept as normal are distorted because they do not reflect the entire environmental and social costs of production and consumption, and hence are effectively subsidised and unreasonably cheap (Peattie, 2010).

Michel Laroche, (2001) discovered that environmentally conscious behaviour was consistent across socioeconomic classes. According to a study on green consumer profiling, age and income/purchasing power are major economic and demographic characteristics for green segments. There is a growing sector of the population that is willing to spend anything for cosmetics as long as they do not hurt them or the planet, thanks to the emergence of the double-income group, changing household sizes, and shifting attitudes and lifestyles (Rawat, 2012).

1.6 Consumer Perceptions on Green Marketing Strategies

Green marketing as a concept dates all the way back to 1980, when the word was coined as 'ecological marketing' during an American Marketing Association workshop. Green marketing is the process of adopting a manufacturing firm's system, policies, or traits that reflect the concept of ‘greenness’ (Prakash, 2002).

Numerous enterprises, ranging from private entities such as Wal-Mart attempting to promote the concept of organic food to public entities such as the London government’s congestion charge, are all geared toward environmental improvement through the promotion of 'Green' products and issues. According to a survey by the World Resources Institute, 87 percent of individuals in countries including Brazil,

Canada, China, France, Germany, India, the United Kingdom, and the United States expressed an interest in decreasing their environmental effect (McKinsey, 2007).

The true objective of green marketing is to communicate a company's environmental commitment to the public by presenting a green choice that reflects the efforts of the entire organisation. Following the 1990's green washing, people have developed a scepticism toward green claims, corporations, and products (Mendleson & Polonsky, 1995; Grove *et al*., 1996; Ottman *et al*., 2006; Peattie, 2003).

When a business incorporates environmental responsibility into its marketing plan, everyone wins: consumers, shareholders, and society as a whole. If done correctly, green marketing can help build a stronger emotional bond between consumers and brands. Having a better public image as a "green company" could boost sales and stock values (Marshall & Mayer, 1992).

2. REVIEW OF LITERATURE

The academic research on green consumer behaviour that has been conducted over a 30-year period have been examined and classified. Different studies related to green consumerism were explored to get a conceptual understanding of green consumption behaviour. The keywords used while searching the articles were green consumerism, green consumer behaviour, women consumers, consumer attitude towards green consumerism, green marketing etc. Eighty articles met the requirements for inclusion.

The review of literature was divided into five parts

2.1. Studies related to Green Consumers' Attitude and Purchase Behaviour
2.2. Studies on the Socio-Demographic Factors that Influence Green Consumerism
2.3. Studies on the Impact of Economic Variables on Green Consumerism
2.4 Studies related to Green Product Purchase and Green Marketing
2.5. Studies related to Women and Green Consumerism

2.1 Studies Related to Green Consumers' Attitude and Purchase Behaviour

The survey of literature showed dynamic research done in earlier studies. Many research studies aimed at segmenting green consumers based on their environmental and demographic characteristics **(Jain & Kaur, 2004).**

Arbuthnot & Lingg (1975) in their study attempted to compare environmental behaviour, environmental knowledge, environmental attitudes, general attitudes and personality traits of Americans and French. The study revealed minimal differences in the environmental behaviour of both the samples. Apart from this, it was also found that environmental attitudes of Americans were more pro-environmental, internally consistent and more likely to be related to environmental knowledge, environmental behaviour, other attitudinal variables and personality traits.

Arcury (1990) found that environmental knowledge is consistently and positively related to environmental attitudes, although the relationship was not especially strong. With the correlation of knowledge and attitudes, the low level of environmental knowledge has disturbing implications for environmental policy. For the research purpose, increased knowledge about the environment was assumed to change environmental attitudes, and both environmental knowledge and attitudes were assumed to influence environmental policy.

Roberts (1995) classified US consumers on the basis of their behaviour towards environment. Age, education, gender, income and occupation were the demographic variables and four attitudinal variables were environmental concern, perceived consumer effectiveness (PCE), liberalism and alienation. The sample was categorized into 4 clusters using cluster analysis viz. 'Socially Responsible' (32%), 'Middle-Americans' (45%), 'Greens' (6%) and 'Browns' (17%). 'Socially Responsible' cluster was more environmentally conscious than all clusters except greens. Consumers belonged to this cluster were more liberal, more environmentally concerned and showed higher levels of PCE. Third cluster 'Greens' included the consumers who were highly ecologically conscious and displayed highest levels of PCE. This group represented more women consumers.

Rowlands *et al*. (2003) conducted a study in Canada and investigated the profile of potential purchasers of green electricity as well as examined the influence of consumers' demographical variables (income, age, education, gender and knowledge), attitudinal variables (perceived consumer effectiveness, liberalism, altruism and ecological concern) and socialization variables (participation, communication) on consumers' willingness to pay higher premiums for green electricity. The analysis of the study reported that attitudinal variables specifically ecological concern, liberalism

and altruism were best in determining the potential purchasers of green electricity. Though, the study advocated that demographical variable were less useful in identifying potential purchasers, education, age and income were still significant in identifying the same.

Gilg, Barr & Ford (2010) studied green consumerism in the context of a growing emphasis on sustainable living. Green buying, according to the authors, must be considered in the context of broader debates about the development of sustainable lifestyles that include other environmental actions in a holistic view of sustainable living. The findings revealed that traditional green consumerism can be linked to other forms of environmental activism, and that there are at least four different types of environmentalists. At the conclusion of the paper, the significance of these findings for policymakers were discussed.

Lizawati (2011) Green purchasing and consumer behaviour are crucial problems for domestic and international marketers to consider when developing their business and marketing strategies. As a result, the purpose of this study was to investigate the impact of "Environmental knowledge" and "worry" on Malaysian consumers' purchasing intentions. "Attitudes as mediators" "Theory of Reasoning" is used to scale the amount of money that consumers can spend on green. The data was collected using a questionnaire from 384 Sabahan consumers and was concerned with depth-sectional research. The data was picked using a correlation approach. The findings of the dissertation show that a consumer's propensity to consume green items is influenced by their environmental awareness. Because environmental information does not predict attitudes, attitudes about environmental knowledge have no bearing on the motivation to acquire green goods.

2.2 Studies on the Socio-Demographic Factors That Influence Green Consumerism

As early as the 1970s and up until 1995, the primary stream of green consumer research was focused on attempting to profile green consumers and build meaningful market segmentations using various criteria. In Economics, sociodemographic segmentation has frequently been used as a way to explain disparities in consumer behaviour, such as participation in recycling programmes. In addition to gender and age, the presence and number of children, educational attainment, and socioeconomic

status are all considered. However, the primary consistency in this research is the disagreement between the findings and conclusions. Diamantopoulos and colleagues found in a comprehensive evaluation of this research that, while socio demographics cannot be ignored, they are of limited relevance when attempting to profile or understand green consumers.

Laroche *et al.* (1996) studied residents of neighbourhoods in a large North American city that offered and advertised recycling programmes. They used five questions to assess environmental behaviours, such as recycling and purchasing environmentally unfriendly products. They discovered that married females with at least one child at home were willing to pay a premium for eco-friendly products.

Wagner (1997) demonstrated that market segmentation of the green consumer based on "Socio-demographic profiling" produced no significant outcomes, and that the results of one study based on Socio-demographic profiling were negated by another. Amidst these discouraging findings, one thing is certain: in order to forecast consumer environmental behaviour, it is crucial to examine social demographic variables in order to develop a more comprehensive policy map for introducing and positioning green products, as well as determining the suitable marketing mix strategy.

Lei Wang *et al.* (2019) The study examined the relationship between age, gender, education, income, green purchasing attitudes, and green behavioural intention with regards to green hotel selection in China. The study proposed a theoretical research model based on the theories of reasoned action and planned behaviour. The findings suggested a significant positive relationship between green purchase attitudes and green behavioural intention. Age and income both had a significant effect on green purchasing attitudes, whereas education and income both had a significant effect on green behavioural intention. Notably, the results indicate a significant difference in the influence of male and female on green purchase attitudes and green behavioural intention.

2.3 Studies on the Impact of Economic Variables on Green Consumerism

There is a dearth of research which studies the effect of economic factors like income, price changes, willingness to pay, business cycles, consumer spending etc on green consumerism.

In the 1970s and 1980s, study findings about this relationship were in conflict with one another. Henion (1976) discovered that green consumption behaviour was constant throughout income brackets. Studies conducted by Sandahl and Robertson (1989) were contradictory to earlier studies in the domain. They found that the green consumer is less educated and has a lower income than the ordinary consumer.

Gangopadhyay & Arora (1995) explored the feasibility of a cleaner environment, stating that consumers with varying income levels have varying financial capacities to pay for green products. They explain, using their model (which incorporates affordability), why industrialised countries have a higher need for environmental quality. Businesses in industrialized economies have been compelled to become more ecofriendly as a result of the fact that these businesses (and their users) can afford a cleaner environment due to their greater income levels.

Eriksson (2004) assumes that consumers are willing to pay a premium for a product that has a low environmental impact. We investigate whether a small dose of such idealistic behaviour has a significant effect on market equilibrium and, if so, to what extent it can supplant environmental legislation. The analysis is conducted using a model with differentiated products, in which consumers have varying preferences for product quality. Consumers' willingness to pay an environmental premium may be distributed uniformly or disproportionally. In both cases, green consumerism will have a limited impact, despite the fact that product differentiation results in relaxed competition and increased profits, thereby creating leverage.

Rulia Akhtar *et al.* (2014) Their study adds to the current body of knowledge by refuting the possibility that income groups have an impact on the relationship between consumers' willingness for using green products and actual green product usage. The study examined the effect of consumers' ecological ethics, green consumption, moral responsibility, and green attitudes on their willingness to consume green products and real green purchase, with the willingness to pay premium as a mediating factor.

Kennedy & Hauslik (2018) addressed the moderating effect of income on green consumer attitudes and behaviours by noting that income contributes to focusing attention on the benefits of green products. Apart from these, there are few studies

that have found no correlation between income and green purchasing behaviour in developed countries (Sun et al., 2018).

2.4 Studies Related to Green Product Purchase and Green Marketing

Green Marketing refers to comprehensive marketing concept where the production, distribution and consumption happen in a method that is less harmful to the environment. Various literature on green marketing were reviewed in order to understand the influence of consumers' attitude on green brands/marketers.

Wight (1993) has taken the discussion of green marketing to one step ahead and discussed ecotourism as a marketing tool to attract consumer and suggested that if properly managed, conservation and ecotourism can be compatible, complementary, and sustainable. Two prevailing views of ecotourism relate to conservation and marketing perspectives. Unfortunately, the latter often exploits growing consumer interest in "green" products, through "eco-sell" Ecotourism would benefit from product and performance standards and an ethics-based orientation.

Crane (1998) explored the process of maintain green relationship between marketers and suppliers, emulators and other associates. The study contended the green alliance as a type of green marketing strategy. The study discussed various green alliance strategies. It was discovered that in green alliance the cultural difference between both partners and stakeholders is likely to influence the success of green alliance.

Kumar & Yamuna (2012) this research presents the concepts of green marketing. This study wants to display that why green trade is occurring and through the media. According to consumer research, personal data factors respond positively the consumer to buy of green goods; and consumers indicated that green products are cheap and environmentally friendly. Green products often use environmentally-friendly materials and energy-efficient production methods that will have little effect on the world ecology. Consumers are happy with their products and they hope that the products will not have any harmful components that may pollute the ecosystem and the process of the production, which is not cause the result in toxic or waste by-products.

Sasanka (2015) This study concentrated on buying green with the intentions and attitudes of the worthiness of consumer products. Green marketing is reaching out to the consumer, requiring the seriousness of the manufacturer and the marketer to

modify the attitude of general consumer to become green consumers. From the analyzed indicate that major consumers are having attitude on green goods in positive, it is an excellent time for manufacturers and marketers to use green strategies to reach as many consumers as possible and to supply the useful information to consumer's expectation to realize the innovative of green goods.

Nazida (2019) in her study "Consumer Buying Behaviour and Green Marketing Influence of Green Marketing on Buying Behaviour: Consumer Insights" found the relationship between green marketing and customer buying behaviour. In order to understand this relationship, factors such as green consumerism, the factors influencing consumer buying behaviour and green marketing strategies were investigated. The quantitative research method was utilized. It was clear from the review of literatures and the conceptual model that most of the consumers lacked 'green' knowledge. Due to this little consciousness about green products, organizations didn't push towards developing more green products or green marketing related strategies.

2.5 STUDIES RELATED TO WOMEN AND GREEN CONSUMERISM

Statistics indicate that 80% of household shopping is primarily in the hands of women (Berk, 1988). Therefore, environmentally-related purchase behaviour is done by female consumer. A greater burden has been placed on women consumers to attend to the environmental crisis. With women's role as primary caretaker still intact within most segments of society (Ferree 1987; De Vault 1987), women have had to take on an additional role: that of caretaker of the planet. Women, according to the findings of Bojanowska & Kulisz (2020) are more likely than men to pay attention to the "zero waste" message.

Green consumerism as 'female caring' for the Environment

Women are generally more concerned with the environment and report engaging in more environmentally conscious consumer behaviour than men, which corroborates the findings of several authors (Brochado et al., 2017; Diamantopoulos et al., 2003; Koos, 2011; Luchs & Mooradian, 2012). Baker and Ozaki (2008) also consider Gender as an important demographic predictor of Attitude towards Green Purchase Behaviour. Turner (1994) identifies a large difference in the attitudes of men and women. **Roberts (1996)** shows evidence that majority of the green consumers are

females. Females always performed more ecologically than males **(Gilg et al., 2005).** Females with higher education have a greater positive Attitude towards Green Purchase Behaviour and environmental consciousness **(Oztek and Cengel, 2013**). **Gilg et al. (2005)** identified more males to be present in the group of non-environmentalists.

Sandilands (1993) in her studies opines that if environmentalism is seen as household behaviour, then it is women's lives that come under the most intense scrutiny as the new private ecological morality economic growth comes into focus. Recent studies found that women tend to be more ecologically conscious than men **(**McIntyre *et al*., 1993; Banerjee and McKeage, 1994).

Moisander (2000) conducted a study to examine and analyse green consumerism's gendered reputation. The linkages between green consumerism and feminine perspective were addressed in order to provide causes and credible answers for women's disproportionately larger receptivity to environmental concern. Two motives, female concern and feminist environmentalism, were discussed and studied in terms of their ideological consistency with gender parity and protection of the environment. As an explanation for women's unique susceptibility to green consumerism, it was claimed that for some women, ecological and feminist ideals overlap or are inextricably linked. It is proposed that for these women, Green consumerism signifies both an ecological effort to accelerate the transformation to an ecologically sustainable society and a quest for women's emancipation.

Goswami (2010) in her thesis "A study on the role of women in environment protection with reference to Kamrup district discovered that women played a significant role in protecting the environment. For the study the investigator obtained data from a total sample of 600 women - 300 women of Kamrup (Rural) district and 300 women of Kamrup (Metro). Descriptive survey method was used by the investigator for the study. Data was collected through questionnaires, interview, informal group discussion and observations. The sample for the study was random and it was stratified into rural and urban then into tribal and non-tribal of each category and further into literate and illiterate. The study found out that even illiterate women were highly aware that they depended upon environment for food fodder and fuel. And around 90 per cent were aware that environmental degradation occurs because of

human activities.

Numerous studies have demonstrated significant differences in men's and women's environmental attitudes (Brown and Harris, 1992; Tikka et al. 2000) and overall green purchasing attitudes (Mostafa, 2007). Eagles and Muffitt (1990) of Canada, on the other hand, discovered no gender differences in environmental sentiments. Samdahl and Robertson (1989) determined that the association between ecological attitudes and genders is not significant. Furthermore, D'Souza et al. (2007) found no gender variations in respondents' attitudes about green labels. Numerous researchers have discovered a weak or non-existent association between demographic features and environmental attitudes and behaviours, owing to the fact that demographic factors have less explanatory power than psychographic variables (Schwepker and Cornwell, 1991). Thus, the findings from gender-based studies remain inconclusive (Getzner and Krauter, 2003), and appear to justify additional future research.

3. RESEARCH GAP

Previous researchers failed to address the perplexing question of why all environmentally aware consumers do not purchase green products. These gaps between general attitude and personal belief were also confirmed in the Hines et al., (1986) and Shram *et al.* (1995) studies. The most likely explanation is that the vast majority of consumers have expressed some reluctance to purchase environmentally friendly alternatives to their regular brands.

The majority of research on green consumerism in India has been carried out on a small scale. Furthermore, it is not clear what variables exactly inspire buyers to purchase or refrain from purchasing environmentally friendly or green products. The studies conducted in India had a very small sample size and most of the studies were based on convenience sampling. Data analysis was based on simple percentage analysis rather than advanced statistical analysis. As a result, advanced statistical approaches must be used to validate the proposed comprehensive model. In most of the research papers, the authors have done exploratory research and hence have suggested empirical evidence based on the exploratory studies, so there is arises a need for an empirical study that will provide evidence for the already discussed role of women in sustainable consumption and the impact created.

There is very little academic information available about the role of women consumers buying Behaviour in India. There is a need for research equipped with extra information in narrowing the research gap with regards to studying women consumers' green awareness and their green purchasing behaviours. Understanding the consumer behaviour is important for any marketer and it is especially critical for the environmental products. Since household purchase decision lies mainly in the hands of female consumers in this part of Karnataka, their responses have great weightage while formulating any policy decisions. The critical role of women, as resource managers, as community activists, as environmental advocates, must be recognized when strategies for the protection of the environment are being developed. As resource managers, women should be consulted and supported in what they are already doing to protect the environment.

It is within the background of this research gap that the present research was conducted to assess women consumer's pro-environmental concerns, knowledge of environmental issues, awareness of green products, and any potential effect that these factors may have on green buying behaviour.

The purpose of this study is to determine whether the purchasing behaviours of Mangalore city consumers are consistent with their environmental protection attitudes. As a result, through this research, the researcher hopes to narrow the gap by researching and investigating the factors that drive women consumers to purchase green products and services. The aim of the present research is to fill this void by examining the environmental awareness and green purchasing behaviour in Mangalore City Corporation Area of Karnataka. With this background the present study proposes to access the environmental awareness among women consumers of Mangalore City Corporation Area (MCC) and their attitudes and practices towards green consumption.

This research will seek to fill up the lacuna between consumers' green attitudes and purchase intentions by demonstrating that effective and appropriate use of price promotions and marketing strategies can result in increased green purchase intentions.

4. STATEMENT OF THE PROBLEM

The study examines the factors influencing green consumerism in an economy driven by environmental sustainability concerns, motivated by the growing global concern

for sustainable development. Women, as primary family caregivers, are put on the front lines of the environmental issues by their purchasing habits. There has been shortage of studies which explore exclusively the environmental attitude of women consumers. The study is an attempt to illuminate the relationship between women and environment by applying ecofeminism, a subset of feminist theory, to the area of green consumption. Green consumerism among women is a relatively under-researched area. Given that the majority of household purchasing decisions are made by women, their responses have great weightage when formulating any policy decisions. With this context in mind, the current study seeks to ascertain the level of green product awareness among women consumers in the Mangalore City Corporation Area (MCC) of the Dakshina Kannada District of Karnataka, as well as their attitudes and practises regarding green consumption.

The focus of this study is to determine whether there is a statistically significant relationship between environmental awareness and green purchasing behaviours. If there is, to ascertain the direction and magnitude of the relationship and thus to advise businesses that manufacture green products.

As previous research has concentrated on environmental attitudes as well as demographic variables as influencing factors of green consumption, a greater need was felt to conduct the current study with the objective of examining various economic variables influencing green consumer behaviour in addition to other variables. No micro-level research has been done on the relationship between income and price sensitivity, even though academics have tried to investigate it.

This study will add to previous studies on green consumerism through bridging the gap between green attitudes and purchase behaviour by including economic variables such as household income, spending patterns, and consumers' willingness to pay premium. In pursuance of this objective an effort was made to explore women consumers' level of environmental awareness, attitude, and purchase intentions of green products, barriers to green lifestyle and their perceptions on various green marketing strategies.

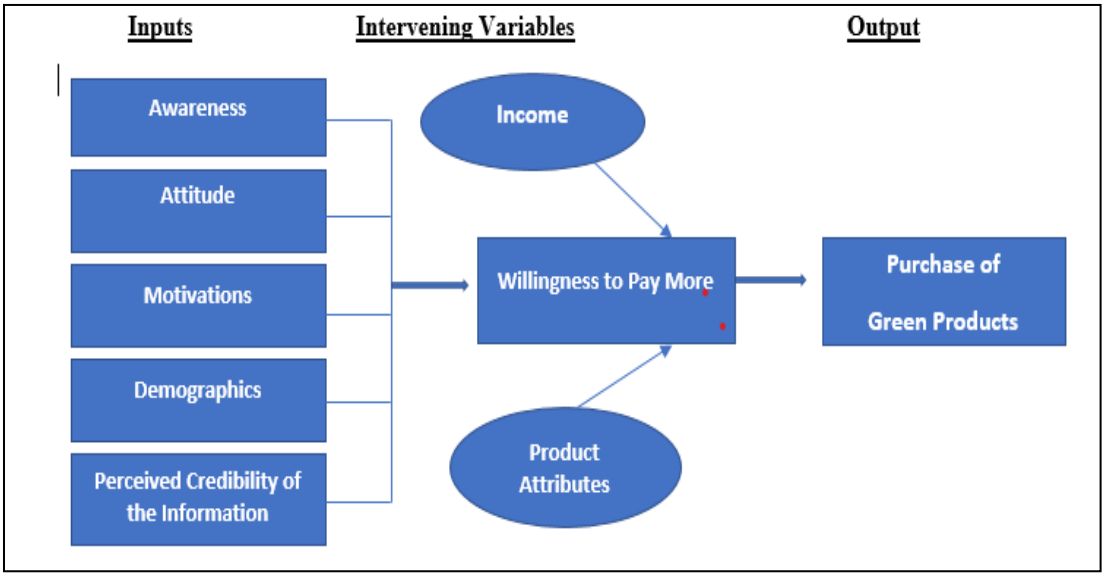
The study's geographical scope has been limited to the Mangalore City Corporation Area in Karnataka, in order to emphasise the various dimensions of green

consumption behaviour among the urban and educated classes. Aside from examining factors that influence the purchase of green products, this study's aim is to demonstrate the women consumers' perceptions on the effectiveness of various marketing strategies. Every business's success is contingent upon consumer behaviour. While developing marketing strategies for green products, marketers should keep in mind that women consumers are a critical component of household decisions. The study equips marketers of green products with the necessary information about the awareness, attitude, and behaviour of women consumers in order to successfully implement marketing strategies.

5. THE PROPOSED MODEL

The researcher was able to build a conceptual model for testing in the Indian setting by integrating theories and models from earlier investigations. Prioritizing the construction of a conceptual model enables the formation of research hypotheses and subsequent confirmation of these hypotheses, resulting in a greater knowledge of the relationships between the study variables (Sekaran, 2003). The following model is not exhaustive, but it does include all of the factors that were identified during the course of the literature review process. The model is loosely based on Bui's proposed model (2005), which illustrates the influence of inputs and intervening variables on green consumers' purchasing behaviour. Figure 1.1 illustrates the proposed model.

Figure 1: The Proposed Model based on Review of Literature



Source: Developed by the researcher on the basis of Bui's (2005) Model on Green Purchase Influences.

Three components comprise the suggested model. In the first part, awareness, attitude, motivations, demographics and perceived credibility of the information are considered as independent variables, which influence willingness to pay more along with intervening variables like income and product attributes in the second part. In the third and final part purchase of green products is treated as dependent variable.

6. RESEARCH QUESTIONS (RQ)

This research addresses the following questions

RQ1: Whether there is a link between sustainable development and green consumerism?

RQ2: What is the level of general awareness among women consumers regarding green products?

RQ3: What is the level of awareness among women consumers about the various dimensions of green products?

RQ4: Which categories of green products do women consumers prefer?

RQ5: What factors influence women consumers' preferences for various green product categories?

RQ6: Which economic and demographic variables have an effect on the usage of green products?

RQ7: What factors affect women consumers' spending pattern on green products?

RQ8: What is the relationship between women consumers' awareness of green products and their attitudes toward them?

RQ9: What are the primary sources of information on green products?

RQ10: Is household income a determinant in women consumers' spending pattern on green products?

7. OBJECTIVES OF THE STUDY

The present study was undertaken to achieve the following objectives.

1. To explore the concept of green consumerism as a way of accomplishing the goal of sustainable development.
2. To ascertain the extent to which women consumers are generally aware of green products.
3. To examine women consumers' awareness on the various dimensions of green products.

4. To explore women consumers' preferences for various categories of green products.
5. To identify the factors that influence women consumers' preference for green products.
6. To investigate the economic and demographic variables that influence the usage of green products.
7. To examine the relationship between green product awareness and behavioural attitudes towards green products.
8. To evaluate the influence of various factors on the green product spending pattern.
9. To study the influence of social media as a primary source of information on green products.
10. To identify the effect of household income on spending pattern of green products.

8. RESEARCH HYPOTHESES

The following hypotheses have been formulated for further investigation in this study.

H1: General Awareness of Green Products Varies According to Demographic and Economic Variables.

H2: There is Positive Relation between Awareness Levels on Various Dimensions of Green Products.

H3: Women Consumers Prefer Organically Grown Fruits and Vegetables over other Categories of Green Products.

H4: Usage of Organic Food, Organic Clothes, Cruelty Free Cosmetics and Green Electrical Appliances by the Women Consumers Depends on Demographic and Economic Variables.

H5: Women Consumers' Preferences for Various Categories of Green Products Are Determined by Demographic and Economic Factors.

H6: Women Consumers Spending Pattern on Green Products Are Influenced by Demographic and Economic Factors.

H7: The Awareness about Various Dimensions of Green Products will have an influence on Spending Patterns of Women Consumers.

H8: Awareness on various Green Product Dimensions, Attitude towards Environment and Purchase Behaviours (Usage of Green Products) Are Determined by Demographic and Economic Variables.

H9: There is Significant Positive Correlation between Consumer Awareness and Consumer Attitude among Users of Organic Food.

H10: Consumers' Awareness will have an Effect on Consumer Attitude towards Green Products.

H11: Consumers' Preference for social media As a Main Source of Awareness on Green Products Depends on Demographic & Economic Factors and Frequency of Using Green Products.

H12: Consumer Awareness and Consumer Attitude Will Have Significant Impact on Green Purchase Behavior

9. RESEARCH METHODOLOGY

The study is theoretical as well as empirical in nature. The current study focuses on Mangalore, a city in Karnataka's Dakshina Kannada district. A study on the women consumer's knowledge about green products in Karnataka and in Dakshina Kannada district has been done through existing secondary sources, such as books, periodicals, reports, journals, existing research, archives and websites. The articles in electronic form were referred for understanding the basic concept and literature review in the field of study. An empirical study was done through primary data collection for a thorough study on women consumers of the Mangalore City Corporation (MCC) area to understand their green consumption practices.

9.1 Population

A cross sectional study was done in a Mangalore City Corporation which consists of 60 wards. A cross-sectional study is a type of observational research in which data on variables are analysed at a single point in time across a sample population or predefined subgroup.

According to the 2011 census, these 60 wards had a total population of 2,45,831 women. Out 60 wards 10 wards are selected based on systematic sampling techniques with 41,244 representatives.

Table 1: Female Population of Mangalore City Corporation

Ward Number	Ward Name	Ward wise Female Population	Cluster no
0001	Surathkal (West)	2,693	
0002	Surathkal (East)	3,451	1
0003	Katipalla (East)	4,155	
0004	Katipalla - Krishnapura	4,661	
0005	Katipalla (North)	4,955	
0006	Iddya (East)	4,521	
0007	Iddya (West)	4,018	
0008	Hosabettu	4,762	2
0009	kulai	5,166	
0010	Baikampady	3,588	
0011	Panambur	4,491	
0012	Panjimogaru	4,160	
0013	Kunjathabail(North)	4,190	
0014	Marakada	4,198	3
0015	Kunjathabail (south)	3,444	
0016	Bangra kulur	4,226	
0017	Derebail	5,217	
0018	Kavoor	5,958	
0019	Pachanady	4,238	
0020	Tiruvail	4,718	4
0021	Padavu (West)	4,474	
0022	Kadri Padavu	5,673	
0023	Derebail (East)	5,319	
0024	Derebail (south)	4,753	
0025	Derebail (Wast)	4,330	
0026	Derebail (South -West)	4,606	5
0027	Boloor	3,585	
0028	Mannagudda	3,453	
0029	Kambla	3,335	
0030	Kodialbail	3,280	

0031	Bejai	4,486	
0032	Kadri (North)	3,484	6
0033	Kadri (South)	3,431	
0034	Shivabagh	3,549	
0035	Padavu (Central)	4,632	
0036	Padavu (East)	3,885	
0037	Maroli	3,985	
0038	Bendoor	3,796	7
0039	Falnir	4,156	
0040	Court	3,687	
0041	Central Market	2,776	
0042	Dongerkery	3,533	
0043	Kudroli	3,099	
0044	Bunder	3,194	8
0045	Port	3,696	
0046	Cantonment	3,533	
0047	Milagres	4,137	
0048	Kankanady Valencia	5,020	
0049	Kankanady	4,833	
0050	Alape (South)	3,631	9
0051	Alape (North)	4,059	
0052	Kannur	3,913	
0053	Bajal	4,317	
0054	Jeppinamogaru	3,662	
0055	Attavar	4,297	
0056	Mangaladevi	4,344	10
0057	Hoige Bazar	3,616	
0058	Bolar	3,243	
0059	Jeppu	4,000	
0060	Bengre	4,219	
Total		2,45,831	

Source: Census of India, 2011

9.2 Sample Selection

Mangalore City Corporation Area contains 60 wards with population varying between 2000 to 4000 in respective wards. Ten wards were selected out of 60 wards as per systematic random sampling by keeping same class interval with the help of the cumulative frequency. A total of 40 women in each ward were selected for the study through disproportionate sampling technique. The Highlighted ones were the selected 10 wards of Mangalore City Corporation.

Sample size is determined using Taro Yamene formula (1967).

$$n = \frac{N}{1+N(e)2}$$

Where N is the population Size
N=Population if the study =40184
e =Degree of error Expected =5%
n = 40,184/1+40184 (0.05)2
396.057- Hence, the sample size for the study was fixed as 400.

The responses from women aged between 18 to 65 years were collected through questionnaire.

9.3 Use of Scale in the Questionnaire

The researcher employed a variety of scales to determine the demographic profile of consumers, their level of awareness of green products, their attitudes toward green products, the factors that influence green buying behaviour, and consumers' perceptions of green marketing methods. The demographic profile and other relevant information is categorical in nature and is quantified on a nominal scale. The level of awareness, attitude toward green products, and factors influencing green purchasing behaviour are all quantified using a five-point Likert scale with five possible interpretations.

9.4 Construction of Research Tool

Questionnaire assesses the level of awareness of green products, their attitudes toward green products, the factors that influence green buying behaviour, consumers' perceptions of green marketing methods, consumer spending pattern on green products etc. Socioeconomic indicators quantified using Mehta Pooja's standardised measuring (2013) and spending pattern was quantified using analysis of Canadian consumers by Ataei & Taherkhani (2015).

9.5 Data Collection Method

Data collection was through personal interview using a structured questionnaire with women consumers of Mangalore City Corporation Area of Karnataka State.

9.6 Variables/Factors used in the study

The study's major variables included general awareness level towards green products, awareness levels towards various dimensions of green products, attitude towards environment and attitude towards green products, demographic factors, income and spending pattern on green products. The research design additionally included a number of particular factors inside the key variables. Table 1.3 is a list of the variables used in the study.

Table 2: Variables/Factors used in the Study

Sl. No.	Variables/ Factors	
1.	Demographic Factors	Age
		Educational Qualification
		Occupational Status
		Marital Status
		Number of Children
2.	Economic Factors	Household Monthly Income
		Green Product Price Range
		Spending Pattern
3.	Awareness Level	General Awareness towards green products
		Awareness on various dimensions of green products
		Sources of Awareness
		Various Players in creating awareness
4.	Consumer Attitude	Attitude towards environment
		Attitude towards green products
5.	Purchase Behaviour of Green Products	Usage of green products
		Motives behind the usage of green products
		Point of Purchase
		Satisfaction level
		Reasons for not buying green products
6.	Consumers' Perception on various Marketing Strategies.	Effectiveness of marketing strategies
		Effectiveness in influencing green behaviour
		Religious
		Banking Convenience
		Informative Services
7.	Spending Pattern on Green Products	Preference for green products
		Willingness to pay more
		Personal benefits/Environmental benefits

9.7 Data Analysis

The data collected from the questionnaires have been scrutinized and tables were prepared for each information which is then coded and analysed using MS Excel package and SPSS (Statistical Package for the Social Sciences, version 23.0). Descriptive statistics were calculated for each variable. An independent sample t-test was done for comparing the mean score between two groups and one-way analysis of variance (ANOVA) was used for comparing the mean score between more than two groups to establish any significant difference with the important variables (age, educational qualification, Occupational status, household monthly income, marital status & number of children etc. Mean and standard deviation for each statement of the Likert scale was also mentioned. The Chi-square test was used to study associations between the different factors such as age categories, experience. Reliability of the scale was assessed using Cronbach's coefficient alpha method. After assessing reliability of the scale, in order to scan correlation between all of the variables of the scale, Barlett's test of Sphericity was used. Furthermore, in order to confirm the suitability of the data for carrying out the factor analysis, another test Kaiser-Meyer-Olikin measure of sampling adequacy was used. P-value less than 0.05 considered as statistically significant.

10. SCOPE OF THE STUDY

Consumers are getting increasingly concerned about the safety and sustainability of green products and product lines. As a result of their concern for the environment, their behaviour and attitudes are changing. Currently, the majority of environmental research in consumer behaviour tend to focus on post-purchase behaviour, such as recycling and garbage disposal, creating a gap in understanding the intention of customers to purchase green products. Consumers' awareness of the need to protect the environment, features of green products, their preferences for green products, the relationship between income and spending pattern on green products are all examined in this study. Furthermore, the study aims to provide insight into the consumer's view of green product marketing strategies. Consumers' desire to buy green products and the problems they encounter in making the decision to do so are also addressed in this study. Women consumers in the Mangalore City Corporation Area (MCC) are the focus of this study. The study area is a valid representation of urban Karnataka. When

compared to other regions, Mangalore city has a high level of education among its population, as well as a high standard of living and significant industrial development. This information about consumer preferences for green products in the Mangalore City Corporation area will be extremely beneficial to both green product consumers and green product marketing organisations, policy makers as well as to the general public.

11. SIGNIFICANCE OF THE STUDY

Studying green consumption behaviour is important because it not only discloses the principles of green consumption behaviour, but it also provides useful recommendations for the promotion of green consumption behaviours (Lin, D. & Chen, H. (2016). Businesses involved in the production and distribution of eco-friendly goods will benefit from the findings of this research. Academics and researchers who are interested in green consumption will find this study valuable. To add to the body of knowledge in consumer behaviour, particularly toward green products, this study will contribute. Government and local authorities will benefit from this study, which will help them create efficient strategies to implement environmental protection policies. The study will aid environmental activists, non-profit organisations, and other organisations in developing clear-cut methods for increasing environmental awareness among both urban and rural populations.

The study's findings will serve as a springboard for further investigation of many characteristics of consumer behaviour toward green products in the study area of Mangalore City Corporation in Karnataka. This study revealed a variety of prevalent motives, facilitators, and barriers influencing buying decisions about green products and suggests probable explanations for reported variations in green purchase behaviour. All of these aspects are classified as those that are unique to the decision maker and those that are situational in nature. Consumers' environmental concerns and the functional characteristics of products identified as the two primary predictors of green purchase behaviour. The study discusses the primary factors of consumers' green purchasing decisions. Additionally, it emphasises the role of women consumers in environmentally conscious consumption. Thus, policymakers can better formulate and implement initiatives that encourage green purchasing, and thus contribute to sustainable development, by using this information.

12. LIMITATIONS

The present study has the following limitations

1. The study was confined to geographical limitation of Mangalore City Corporation Area (MCC). Therefore, the findings cannot be generalised to other parts of the country
2. The respondents of the study were women consumers of the city. The features and structure of rural consumers varies from the urban counterparts to a great extent. Hence the findings may not be applicable to rural population.
3. The study was based on survey method. The sample was taken from various wards of Mangalore City Corporation Area. The analysis was conducted using the respondents' reported opinions. The demographic characteristics, if taken from other cities of Karnataka may vary which in turn may influence the responses and hence, there results.
4. Then, as predicted, a large number of employed women and students were surveyed which means that findings for the age group are more generalised for these two statuses. However, it would have been fascinating to include more homemakers and retired women to determine whether there are disparities between them and employed. It should have been equally interesting to hear from supermarket staff about their strategy for selling green products.

13. CHAPTER DESIGN

The present study has been divided into following chapters:

Chapter I: Introduction

This chapter introduces the concept of green consumerism and provides a historical context for it. It explains the concepts like green products, green consumers, and a variety of topics relating to consumer behaviour toward green products. Additionally, it explains the study's purpose and objectives, as well as the problem statement, hypotheses, methodologies and limitations.

Chapter II: Review of Literature

This chapter reviews the literature from previous studies and identifies research gap.

Chapter III: Consumers' Level of Awareness towards Green Products

Chapter three analyses and reports on respondents' degree of awareness regarding green products. It elucidates differences in respondents' overall awareness in relation to their demographic features.

Chapter IV: Consumers' Behavioural Attitudes towards Green Products

This chapter delves at several facets of women consumers' attitudes toward green products.

Chapter V: Factors Affecting Green Purchase Behaviour, Spending pattern on Green Products and Barriers to Green Consumerism.

Chapter five discusses the several aspects that influence women consumers' green consumption behavior purchase frequency of green products. Additionally, it explains the spending pattern on green products, level of satisfaction with green products, the motivations for purchasing green products, and the barriers to green consumption.

Chapter VI: Consumers' Perceptions on Various Green Marketing Strategies

Sixth chapter discusses consumers' perceptions on various green marketing strategies. Additionally, it examines the numerous approaches proposed by respondents for enhancing the success of green marketing strategies.

Chapter VII. Green Consumerism Awareness and Behavioral Attitudes: Relationship Analysis.

This chapter focuses on testing twelve hypotheses of the study through various relevant statistical tools.

Chapter VIII: Major Findings, Conclusion and Recommendations

This chapter summarises the primary findings and discussions reported in the preceding chapters and discusses policy implications. Finally, this chapter concludes by outlining future research directions in this field of study.

14. TESTING OF HYPOTHSES

The summary of hypotheses testing are stated in the Table No. 3

Table 3. Summary of Hypotheses Testing

SI. No.	Hypothesis	Research Question	Objectives	Statistical Tools used	Result
1	**H1**: General Awareness of Green Products Varies According to Demographic and Economic Variables. (H1.a, H1.b, H1.c, H1.d, H1.e and H1.f)	What is the level of general awareness among women consumers regarding green products?	To ascertain the extent to which women consumers are generally aware of green products.	One -way ANOVA	Accepted
2	**H2**: There is Positive Relation between Awareness Levels on Various Dimensions of Green Products.	What is the level of awareness among women consumers about the various dimensions of green products?	To examine women consumers' awareness on the various dimensions of green products.	Karl Pearson's Coefficient of correlation	Accepted
3	**H3**: Women Consumers Prefer Organically Grown Fruits and Vegetables over other Categories of Green Products.	Which categories of green products do women consumers prefer?	To explore women consumers' preferences for various categories of green products.	t-Test for single mean	Accepted
4	**H4**: Usage of Organic Food, Organic Clothes, Cruelty Free Cosmetics and Green Electrical Appliances by the Women Consumers Depends on Demographic and Economic Variables. (H4.a,H4.b,H4.c,H4.d)	Which economic and demographic variables have an effect on the use of green products?	To investigate the economic and demographic variables that influence the usage of green products.	Chi-Square	Rejected
5	**H5**: Women Consumers' Preferences for Various Categories of Green Products Are Determined by Demographic and Economic Factors (H5.a,H5.b,H5.c,H5.d,H5.e)	What factors influence women consumers' preferences for various green product categories?	To identify the factors that influence women consumers' preference for green products.	One-way ANOVA	H5.b, H5.c, H5.f Were accepted H5.a, H5.d, H5.e were rejected
6	**H6**: Women Consumers Spending Pattern on Green Products Are Influenced by Demographic and Economic Factors.	What factors affect women consumers' spending pattern on green products?	To evaluate the influence of various factors on the green product spending pattern.	Chi-Square/Fisher Exact Test	Rejected

7	**H7**: The Awareness About Various Dimensions of Green Products will have an influence on Spending Patterns of Women Consumers. (H7.a,H7.b,H7.c,H7.d)	What factors affect women consumers' spending pattern on green products?	To evaluate the influence of various factors on the green product spending pattern.	One -way ANOVA	Rejected
8	**H8**: Awareness on various Green Product Dimensions, Attitude Towards Environment and Purchase Behaviours (Usage of Green Products) Are Determined by Demographic and Economic Variables. (H8.a,H8.b,H8.c,H8.d,H8.e,H8.f)	Which economic and demographic variables have an effect on the use of green products?	To investigate the economic and demographic variables that influence the usage of green products.	One-Way ANOVA	Rejected
9	**H9**: There is Significant Positive Correlation Between Consumer Awareness and Consumer Attitude Among Users of Organic Food. (H9.a,H9.b)	What is the relationship between women consumers' awareness of green products and their attitudes toward them?	To examine the relationship between green product awareness and behavioural attitudes towards green products.	Correlation Analysis with muti group comparison	Accepted
10	**H10**: Consumers' Awareness will have an Effect on Consumer Attitude Towards Green Products**.** (H10.a,H10.b)	What is the relationship between women consumers' awareness of green products and their attitudes toward them?	To examine the relationship between green product awareness and behavioural attitudes towards green products.	Linear Regression Analysis	Accepted
11	**H11**: Consumers' Preference For Social Media As A Main Source of Awareness On Green Products Depends On Demographic & Economic Factors And Frequency of Using Green Products. (H11.a,H11.b)	What are the primary sources of information on green products?	To study the influence of social media as a primary source of information on green products.	Chi-square Fisher Exact Test	H11.a Rejected H11.b Accepted
12	**H12**: Consumer Awareness and Consumer Attitude Will Have Significant Impact on Green Purchase Behavior	What is the relationship between women consumers' awareness of green products and their attitudes toward them?	To examine the relationship between green product awareness and behavioural attitudes towards green products.	Multiple Regression Analysis	Rejected

15. MAJOR FINDINGS OF THE STUDY

The primary objective of this quantitative-empirical study is to investigate and report on women's Green Consumerism awareness and behavioural attitudes towards green products in Mangalore City Corporation Area.

This study is coordinated in eight chapters, comprising ten research questions, ten research objectives and twelve hypotheses centred on the key issues and dimensions among influencing variables of green consumption behaviour among women consumers. The relevant primary data and information were collected from 400 women consumers with the help of pre-tested and personally administered questionnaires. The study's conclusions will have significant managerial implications for organisations considering or already offering green products on the market. Academicians and researchers interested in conducting research in this topic will benefit from this study.

The study's major findings are summarised here.

Age Group:

Out of 400 responses, the majority (56.5 percent) were between the ages of 26 and 40, with the 41-55 age group accounting for 21.8 percent of the total. 15.5 percent were between the ages of 18 and 25, while 56 and older accounted for only 6.3 percent of total respondents.

Educational Qualification:

Out of 400 respondents, the majority, i.e. 60.3 respondents, held a bachelor's degree or higher. In comparison, 27.8 percent of responders were undergraduates. Aside from that, some respondents, namely 6%, had education up to the SSLC level and 6% were others (Diploma certificate holders).

Occupational Status:

The majority, i.e. 46.8 percent of the 400 respondents were salaried or professional, while the remaining (24.3 percent) were self-employed. Homemakers (19.8 percent) and students (9.3 percent) account for the smallest proportion of respondents.

Household Monthly Income:

The majority of respondents, 28.5 percent, were in the salary range of ₹ 50,000 to ₹ 75,000. 27.5 percent of respondents were in the income bracket of ₹ 75,000-

₹ 100,000, while 17.3 percent were in the income bracket of ₹30,000-₹ 50,000. Apart from that, 11% of respondents were in the salary bracket of ₹ 15000-₹ 30000. Very few respondents, 8.5 percent, were in the highest income category of above 1, 00,000, while 7.3 percent were in the lowest income group of less than ₹15,000.

Marital Status:

Out of 400 respondents, majority i.e., 76.5% respondents were married, whereas 20.3% respondents were unmarried 1.3 were separated and 2 percent respondents were widows.

Number of Children:

The majority of respondents (35.5 percent) reported having two children, while 27.8 percent reported having no children and 27.5 percent respondents reported having a single child. Only 9.3 percent of respondents had three or more children.

Consumers' Level of Awareness towards Green Products:

i. General Awareness towards Green Products (GPA):

The majority of respondents, 48.3 percent, indicated that they were aware of green products on an 'average' level, the mean awareness level was 3.09, while 31% indicated that they were aware on a 'high' level. 15.3 percent of respondents indicated that they had a 'low' degree of awareness about green products. The majority of respondents indicated an average level of awareness about green products; however, their understanding was broad and unspecific.

ii. Health Benefits of Green Products (GPH):

The study revealed that the majority of respondents were aware of the health benefits of green goods on a 'high' level, while others were aware on a ‘very high' level. The mean awareness score for this element was 3.84, indicating a high level of awareness. Respondents indicated an interest in the health benefits attributed to green products. As demonstrated by their high degree of awareness regarding this dimension, respondents who were health conscious were eager to learn more about the favourable impacts of green products on health**.**

iii. Ecological Benefits of Green Products (GPE*):*

The findings in this dimension were very comparable to those in the dimension of

health advantages associated with green products. The majority of respondents indicated that they were aware of the environmental benefits of green products on a 'high' level, while others indicated that they were aware on a ‘very high' level. The mean awareness score for this factor was 3.585, indicating a high level of awareness. The findings suggested that respondents' fundamental concept of green products has shifted, as seen by their increased awareness of green products' environmental benefits. **iv. Awareness regarding Point of Purchase for Green Products (GPPA):** The study revealed that respondents were 'average' in their understanding of this aspect of green products, meaning that a substantial section of the population was uninformed of where to purchase green products. The mean score for this factor's awareness was 3.45. The data indicated marketers' inability to position green products successfully.

v. Brand Awareness of Green Products (GPB):

Additionally, the study revealed that respondents had 'average' awareness of various brands offering green products. The mean score for this factor's awareness was 3.441. The findings suggested that respondents were not very familiar with a number of brands that offer green products across a range of categories.

vi. Awareness regarding Various Symbols/Certificates Declaring the Product as Green (GPCA):

According to the study, respondents had an average level of awareness of various green product symbols/certificates. According to the findings, respondents were unaware of the numerous green product certifications. The mean awareness score for this factor was 3.433.

Effectiveness of Various Sources of Awareness on Green Products.

When asked about the effectiveness of various sources of awareness on green products the majority of respondents, 47.8 percent, ranked 'Social media' first. Following that, 22.5 percent of respondents assigned rank 1 to 'television,' 10.3 percent to 'friends/ relatives. The percentage analysis of the data revealed that the majority of respondents considered ‘social media' to be the most effective source of awareness, followed by 'TV' for providing knowledge about green products.

Satisfaction with the Performance of the Various Players in Creating Awareness on Green Purchasing

Among the various players in creating awareness on green purchasing NGOs and environmental activists performed poorly, scoring 2.58 and 2.41, respectively, and over 50% were unsatisfied with their performance in creating awareness on green products.

Consumer Attitude towards Green Products:

Customer attitudes toward green products were quantified using a scale consisted of fifteen statements addressing various aspects of consumer attitudes toward green products. Cronbach's coefficient alpha was used to determine the scale's reliability. After factor analysis of these fifteen statements, five factors explaining consumers' attitudes toward green products emerged. The five factors explained 54 percent of the variance in total. The first factor, 'Perceived Environmental Benefits,' explained 41.2 percent of the variance and described respondents' perceptions of green products in comparison to non-green products and the contribution of green products to environmental conservation. The second factor, 'Willingness to Use,' explained 11.4 percent of the variance and was related to respondents' willingness to use green products, the satisfaction consumers derive from using green products, and consumers' attitudes toward increased green product manufacturing. The third factor, 'Trust in Green Products,' explained 10.9 percent of the variance by respondents' trust in the environmental claims made by green products and in the environmentally friendly manufacturing of green products. The fourth factor, 'Willingness to pay,' which accounted for 10.7 percent of the variance, expressed respondents' attitude toward paying a premium price for environmentally friendly products. The fifth factor, 'Perceived product performance,' explained 9.8 percent of the variance and reflected respondents' reservations about the performance of green products, their disbelief in the health benefits claimed by green products, and their fear of wasting money on green products if their expectations were not met.

Purchase Frequency of Various Green Product Categories:

Consumer answers to several green product categories revealed that organically produced fruits and vegetables were the most often purchased green product category (79%) followed by chemical-free cosmetics (68%) and healthcare products. (64%).

Spending Pattern on Green Products across various Price Range:

For products under Rs 100, 17 % of the consumers are willing to pay slightly more (< 5%) than the price whereas 14.2 per cent are ready to pay a premium between 5 to 10%, 26.5 per cent are ready to pay a premium of 10 to 20% and 42.3 per cent are ready to pay a higher premium of more than 20 %. For products of higher range (Rs 5000) 57.3 of the respondents are willing to pay slightly more (< 5%) than the price 32.8 per cent are ready to pay a premium between 5 to 10%, 10 per cent are ready to pay a premium of 10 to 20% and none of them are ready to pay a higher premium of more than 20 %. It is critical to note, however, that throughout product price groups, the majority of consumers are (51.7 per cent) ready to spend between 10 to 20% premium for products in the medium range (between 1000 and 5000). For higher range of prices (above Rs 5000) consumers are ready to spend only 5 % or more.

Consumers' Willingness to Pay More for Green Products That Personally Benefit Them:

A vast majority of consumers (36.5per cent) expressed that they seldom look into the personal benefit of the green products when they purchase green products.

Consumers' Willingness to Pay More for Green Products That Benefit the Environment as a whole.

A vast majority of consumers (38.5 per cent) said they often look into the benefit for the environment before purchasing green products.

Factors Influencing Consumers' Behaviour toward Green Products:

To identify the many aspects influencing customers' attitudes toward green products, a scale comprised of thirty statements were developed. The statements included various dimensions of consumer behaviour. After factor analysis of these thirty statements, five factors determining customer behaviour toward green products emerged. The total percentage of variance explained by the nine retrieved components was 55%. The first factor, 'Social Influence,' explained 30.47 percent of the variance and indicated societal variables influencing customers' decisions to purchase green products. The second factor, 'Quality Consciousness,' explained 16.3 percent of the variation and explained respondents' strong preference for high-quality green products. The third factor 'Benefits for Health and Environment' explaining 10.83 percent variance revealed respondents' considerable interest in health and

environmental benefits of green products. The fourth factor ‘Availability and price consciousness’ explained 5.04% of variance represented respondents’ willingness to use green products because of their concern for the environment. The fifth factor ‘evaluative information about the product and style orientation’ explaining 4.6% variance reflected respondents’ curiosity regarding the explanatory information about green products. And represented respondents’ stylish approach.

Evaluation of the Use of Green Products:

Using links from the literature, the study looked at the four most common categories of green products: organic food, organic apparel, cruelty free cosmetics and green electrical appliances. Respondents were classified as users or non-users of green products based on their responses. The study discovered that the majority of respondents used organic food, organic cosmetics and personal care products, and green electrical appliances, but not organic clothing. Additionally, data analysis revealed that out of 400 respondents:

- 85 respondents were using all categories of green products; hence, they were named ‘Dark Green Users’.
- 277 respondents were using either one or more than one, but not all of the four categories of green products; hence, they were named ‘Light Green Users’.
- 38 respondents were not using any category of the green products; hence, they were named ‘Brown Users’.

Categorization of Green Product Users:

The study discovered that the majority of respondents used organic food, cruelty-free cosmetics and personal care products, and green electrical appliances, but did not consume organic clothing. Additionally, data analysis revealed that 69 respondents out of 400 used all kinds of green products; thus, they were called 'Dark Green Users. '33 respondents did not use any of the green product categories; thus, they were dubbed 'Brown Users.' 298 respondents indicated that they used one or more of the four categories of green products, but not all of them; thus, they were dubbed 'Light Green Users.'

Consumer Intentions for Green Product Use:

Participants were asked their reason for utilising green products. Respondents scored four factors from one to four. It was discovered that the primary reason for using green products was a concern for one's health. Nearly 77.8 percent of respondents ranked health concerns first, followed by 13 percent for higher-quality products. Only 3% and 6.3 percent of people, respectively, have awarded fist rank to status and environment. The average level of care for health was 1.5, the average level of concern for the environment was 2.4, and the average level of concern for status and quality items was 3.

Consumer Preference for Point of Purchase for Green Products:

The respondents were asked to rank their favourite points of purchase for green products. The majority of users (30.51 percent) ranked ‘shopping malls' first, followed by 'local stores' at 27.79 percent. 26.97 percent of users indicated that their preferred point of purchase is 'exhibitions.' Only a small fraction of users, 7.08 percent, gave the highest score to 'online shopping.' Following that, 5.44 percent of users gave 'factory outlet' the highest ranking, while only 2.17 percent gave 'teleshopping' the highest ranking.

Barriers to Green Consumerism (Reasons for the Non-use of Green Products:

The biggest reason for non-use of green products was a lack of readily available 'green products' in retail stores (Mean score 3.94). The second most often reported reason for non-use was that 'green products are not diverse enough' and 'green products are not adequately advertised' (Mean score 3.93). Thirdly, the third reason for not using green products was that 'green product labels are insufficiently informative, failing to represent the full degree of the product's greenness (Mean score 3.45). Following that, the fourth reason for non-use was a lack of awareness about green products (Mean score 3.44), the fifth reason was a lack of confidence in green products' performance (Mean score 3.19), and the sixth reason was 'green products are too expensive' (Mean score 3.15).

Consumer Perception regarding Effectiveness of Green Marketing Strategies:

On a ranking order scale, respondents' perceptions of the effectiveness of green marketing strategies in influencing consumer behaviour were evaluated. The majority

of respondents, 68.3 percent, allocated rank 1 to Advertisements using green themes,' whereas 16.5 percent assigned rank 1 to' Educational Campaigns'. 9.5 percent of respondents ranked ‘certifications’ first, while 5.8 percent ranked ‘Self-explanatory labels’ first.

Factors Determining the Consumer Perception on Green Marketing Strategies:

A scale consisted of fifteen statements was developed to evaluate respondents' perceptions of the variables that contribute to the effectiveness of a green marketing strategy in influencing their behaviour toward green products. The results established that:

For the first factor ‘Awareness Generation’, the results specified that respondents perceived positively about all the items associated with this factor, which in turn expressed the overall positive perception regarding the role of green marketing strategies in generating awareness about green products. The statement S1 “Ads with green themes and message about saving the environment are good for making people aware about green products” loaded heavily on this factor. For the second factor ‘Perceived Credibility and importance of the Message’ the results indicated that respondents considered the messages describing the environmentally friendly nature of green products as more reliable. The statement S12 “Ads promoting green products only talk about the greenness of the product not about how they perform” obtained highest loading. For the third factor ‘Trustworthiness’, the study depicted positive perception of respondents regarding trustworthiness of the information given in the advertisements using green themes as well as labels. The statement S6, “Products advertised in the ads using green themes are trustworthy” scored highest loading on this factor.

16. RECOMMENDATIONS

This study has reviewed the major factors that lead to the gap between consumer attitudes and behaviour, Moreover, it will provide direction to managers and public policymakers on how to bridge this gap and contribute to the creation of more sustainable consumer behaviour. The following recommendations have been made in light of the study's findings:

Consumer Awareness Enhancement:

Respondents appeared to lack a thorough understanding of green products. While most consumers were aware of green products, their knowledge was broad and vague. However, consumer knowledge of green products varied by age, income, and education. Middle-income respondents were more aware of green products than lower- and higher-income respondents. Also, those with more education were more aware of green products. Similarly, those over 50 were more aware of green products than those under 50. Because green products are new and less known, policymakers should focus on boosting awareness among the target population when designing promotional initiatives.

Bringing 'Green' to People:

While women consumers of Mangalore City Corporation are highly aware of the health and environmental benefits of green products, they are less aware of the point of purchase, brands offering green products, and various green product certifications. The results appear to demonstrate marketers' inability to effectively position their green products. Businesses cannot sell their products if consumers are unable to locate them. Although this may seem self-evident, many of today's green products are not generally available. Even obtaining them is challenging. Apart from that, extra care should be taken to ensure that green products are consistently available on the market.

Effective Eco-labelling:

Certification of a product's environmental responsibility instils confidence in green consumers and increases awareness of green products among non-green consumers. Government agencies should take the lead in increasing public awareness of various certifications/certifying agencies. Nonetheless, when used in conjunction with other measures, labels can play a critical role in promoting sustainable consumption. Certain products are certified by an internationally recognised and reputable organisation, such as a local, national, or regional government. Along with these labels, companies must offer nutritional information and a complete list of components.

Build Consumer Confidence:

Consumer attitudes toward green products were found to be favourable overall, but respondents were skeptical of the performance of green products and the health benefits claimed by green products. As a result, it is suggested that manufacturers should obtain certification prior to making such claims in order to bolster consumer confidence. “Green washing" happens when false or misleading claims are made in an attempt to establish a positive reputation for environmental responsibility.

Utilization of Social Media:

Marketers should choose promotional media based on their effectiveness. Social media emerged as the most effective medium for disseminating information about green products in the study followed by television, friends/relatives. Social media usage very crucial. Consumers, particularly younger generations, view social media platforms such as Twitter as privileged sources of information and venues for self-expression. This sense of engagement is critical for persuading customers to actively participate in the transition to a more sustainable world. It has the potential to persuade customers to reconsider their choices or to speak out against specific businesses' unethical behaviour.

Promoting Organic Food:

Consumers prefer organic food for safety, human health, and environmental concerns, as well as for nutritional content, flavour, freshness, and appeal. Findings regarding the usage of organic food indicated that the majority of respondents consumed organic food, and their educational qualification was found to be significant in explaining the difference in the consumption/non-consumption of organic food among women consumers. Respondents with high education background were found to consume more organic food; therefore, manufacturers of organic food are advised to tailor their marketing strategies to attract the attention of those with lower levels of education.

Organic Fashion:

Findings regarding the usage of organic clothing indicated that the overwhelming majority of respondents did not use organic clothing. However, employment status, monthly income, and marital status were found to be significant predictors of organic

clothing usage/non-use among women consumers. Students, unmarried respondents, and those earning less than Rs15,000 were found to be more likely to use green products. It's also worth noting that the majority of students and homemakers fell into this income bracket, indicating that students were the primary consumers of organic clothing. The findings indicated that students who were exposed to environmental issues through their studies preferred organic clothing in order to contribute to environmental problem mitigation or to establish a status symbol.

Promoting Cruelty Free Cosmetics:

Findings regarding the use of organic cosmetics revealed that the majority of respondents used age, employment status, monthly income, were found to be significant predictors of cruelty free cosmetics among women consumers. Respondents were more likely to use cruelty free cosmetics if they were younger in age, students, or homemakers, or if they were low in income and unmarried. As a result, policymakers may consider the demographic profile of users of cruelty free cosmetics when developing their marketing strategies. Additionally, manufacturers should understand women's' need for cosmetics changes with their age and develop some cruelty free cosmetics appropriate to the age group.

Health Concern:

Human health is a critical component of well-being and can be influenced positively or negatively by consumer products and services. Due to the fact that green products are manufactured using materials that are devoid of dangerous chemicals and components, they benefit not only physical but also mental health.With health as the primary motivation, marketing communications should emphasize the health and environmental benefits of green products in order to capture the attention of consumers motivated by health and the environment.

Breaking down Barriers:

The primary reasons for non-use of green products were a lack of availability, a lack of variety, and a lack of promotion, followed by non-informative labels, a lack of awareness, a lack of confidence in green products, and the high cost of green products. To improve green product sales, businesses must ensure that consumers understand the financial and environmental benefits of their investment. When

consumers can easily see their savings from using a product, they are readier to experiment with new green products—particularly those that are more expensive. Additionally, they gain confidence in their environmentally responsible choices when they understand how the items benefit the environment. It is even more critical for businesses to manufacture a diverse range of green products, as customers seek out similar products when making purchase decisions.

Efforts towards Sustainable Development:

Efforts have been undertaken in recent decades to persuade consumers to choose products that have been grown, harvested, or produced in environmentally responsible manners. One of the constraints in boosting green consumerism is the price premium associated with environmental conservation. Since the overall implications of green consumerism for sustainable development, the community, and business, is high, a concerted action needs to be taken by policy advocates, consumer activists, businesses and educational institutions to promote this concept in a big way.

Offer More:

The study found that consumers wanted to buy green products, but that intention did not transfer into actual purchases. One explanation is that some green enterprises simply market eco-friendly products to create new business opportunities, resulting in an inflated product due to its "green" reputation. Wijekoon & Fazli Sabri, 2001. As a result of overvaluation, green products become "niche products," purchased by a small portion of the population rather than promoted as low-cost items appealing to a much larger market. But money isn't the only issue, and there's no single solution.

Closing the 'Green Gap' through Price Control:

Barriers persist, contributing to the growing gap between positive consumer attitudes and real green purchase behaviour. Prices are cited as a major deterrent to buying green products. Green product makers normally charge a premium for eco-friendly products, but consumers are price conscious and desire green products without paying a premium. As a result, if the product's price surpasses their expectations, their beneficial impact on green purchasing is diluted. Green products and services should be more widely available and affordable, and governments should focus on pricing control. This would benefit both businesses and consumers who chose to buy green

products.

Incentives to Go Green:

Li et al. (2017) argued that consumers should be provided with extra information on green goods in addition to suitable financial incentives, such as subsidies, to encourage them to purchase green products. Due to the fact that laws and regulations are not always effective at achieving associated policy objectives, incentives may be a more effective approach of encouraging purchasing behaviours. Intangible incentives usually outperform material rewards. Environmentalists are more likely to display green purchase behaviour to strengthen their ecological self-identity. Governments should consider providing more non-monetary incentives, such as preferential approval for organic food manufacturers or remanufactured goods industries.

Green Stakeholders:

The study indicated that majority of the respondents were dissatisfied with the efforts of NGOs, environmental activists and Government in creating awareness among consumers. Technological solutions should be created in partnership with NGOs and Research Institutes, and then made available to Micro-entrepreneurs for the manufacture of a variety of value-added green products from locally grown coconut, arecanut, pineapple, mango, jack fruit, and cashew apple. It will also benefit the Government in terms of promoting green consumerism and earning revenue.

'Feminine' Touch:

The environmental features of products, particularly in sectors associated to female activity, should therefore be given more attention in marketing (Witek & Kuzniar, 2020). Developing a more feminine vibe for a company and adopting more features on packaging and in commercials has beneficial effects. Pursuing this technique, however, involves certain dangers, as purchasing green products may be viewed as a female-centric activity.

Consumer Centered Marketing Strategies:

The findings suggested that the environmental performance of a green product should be of particular importance to low-income consumers. To succeed in the green product market, firms should focus on the segment of working-age consumers who

have significant buying power, are concerned about the product's quality, particularly its health benefits, as well as being critical of companies and their activities. For these reasons, companies must take a thoughtful approach to product strategy and communication. Having a better insight of green consumer demographics will assist in building an effective marketing strategy that will influence future purchases of green products.

17. DIRECTION FOR FUTURE RESEARCH

Green consumerism is a vast and extensively researched field for research purposes. The researcher focused on the green product awareness, spending pattern and major categories of green products in this study. In this context the following avenues for future research are proposed.

1. This study examined consumer behaviour using independent variables such as age, education, income etc as well as the dependent variables like consumer awareness, attitude, intention to purchase etc. The variables examined in this study are not the only ones that influence consumers' buying behaviors. Numerous additional factors can influence one's proclivity to purchase. As a result, further study is possible with the inclusion of macro-economic variables like inflation, national income, business cycles etc.
2. The current study focuses mostly on the segment's consumer goods like food, clothing personal care, cosmetics and energy appliances. In the future, research may require the addition of broader segment of consumer goods and services as well. Studies can be undertaken in areas like green economy, green finance, green building etc.
3. Studies can be undertaken on Fast Moving Consumer Goods (FMCG) companies that manufacture green products. Post-purchase behaviour of environmentally conscious consumers may also be a subject of future research.
4. The current study delves into green consumerism quite deeper but still there is a greater scope for future researchers to probe further in this area of research. A prominent suggestion is that most research should be carried out in the Asian Countries especially India and China etc. which are facing serious environmental degradation **(Stern Review, 2007).**
5. The present study has identified consumer intentions and behaviour with respect to

green products in the present time. However, in future, longitudinal studies may be undertaken to see whether behavioural changes occur in conformity with the behavioural intentions or not.

6. In future, consumer behaviour of rural people towards green products may be studied to bring about new dimensions of knowledge in this area.
7. The green consumerism should be examined in relation to social issues. Research studies in multiple cultures and contexts can be undertaken.
8. This research relied on consumer self-reported attitudes and practices rather than actual consumer behaviour. Future research may measure actual consumer behaviour to get an accurate picture.

Last but not least, future studies may look into additional variables that contribute to inconsistency in green purchasing behaviour but have received less attention. Thus, researchers can conduct additional research to better understand the factors and dynamics influencing consumers' green purchase behaviour in developing and developed nations. There is a need for research that more deeply incorporates sustainability concepts into consumer behaviour in order to move beyond merely mitigating environmental impacts and addressing the basic unsustainable nature of many parts of consumer lifestyles in developed nations.

18. CONCLUSION

The green issues are extremely complicated, and rapidly changing in nature. Environmental technology, industrial methods, economic regulations, and social efforts will all contribute significantly to the quest of sustainability, but without changes in our consumption habits and behaviours, these contributions will be eroded.

The identification of consumers who are prepared to pay a higher price for green products is a significant challenge for marketers today.

It is obvious that a better understanding of the profile of green consumers would be tremendously beneficial, and this study makes an attempt to assist consumers in becoming more environmentally conscious. To make the society ‘go green’ is a difficult endeavour, and it is hard for an individual or a group to take the initiative in this regard. Recent government regulations designed to safeguard consumers and society as a whole have made green marketing mandatory rather than optional. To

accomplish this, every citizen and group, such as consumers, marketers, producers, the government, non-governmental organisations (NGOs), and environmental activists, should work together to ensure that the environment is acceptable for the living of future generations. In a nutshell, this research opens up a wider scope for particular investigations on green products purchase intention and behaviour. The analysis's findings will assist product development and marketing organisations in developing and pricing new products, as well as conducting price reviews on existing ones. Additionally, a better understanding of consumer behaviour and their purchasing patterns on green products may help in the creation of innovative investment techniques for other eco-friendly products.

The geographical reach of study on green consumption has expanded, reflecting the globalisation of environmental concern. By and large, the majority of consumers support the concept of purchasing environmentally friendly products. This, however, is frequently not reflected in actual behaviour. It is argued that there is a trade-off between the influences of product attributes on purchasing decisions, with consumers prioritising egoistic product attributes over green product attributes.

Consumers must enlist the collaboration of all players, including business, government, and civil society, in order to live sustainable lifestyles that are guided by informed purchase decisions and behavioural modifications. Governments and policymakers at all levels have a critical role to play in fostering the legal, budgetary, and cultural conditions necessary for the growth of sustainable enterprises.

The outbreak of the COVID-19 pandemic on a global scale has reaffirmed the critical nature of environmental sustainability. This requires a rapid shift in consumer behavioural patterns.
Green consumerism must be viewed as a collective obligation to ensure that our society is worth living for future generations.

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20. RESEARCH PUBLICATIONS AND PAPER PRESENTATIONS

1. "Women and Green Consumerism-A literature Review" in World Wide Journal of Multidisciplinary Research and Development, Pg no.99-101, World Wide Journal of Multidisciplinary Research and Development Volume: 3**,** November 2017 Issue
2. "Green Consumerism Awareness and Practices among women in Mangalore city" Page Number: 21-24 World Wide Journal of Multidisciplinary Research and Development Volume: 4**,** April 2018 Issue: 4 Page Number: 21-24. ISSN: 2454-6615
3. "Participation of Women in Environmental Protection and Management: A Case study of Dakshina Kannada district of Karnataka State" in International Journal of Scientific Research in Engineering and Management Volume 4, Issue 10th October 2020, ISSN-2582-3930.
4. "The new Green Consumer: Impact of Covid 19 Pandemic on Green Consumption Behaviour in Dakshina Kannada District" in International Journal of Creative Research Thoughts ISSN: 2320-2882 Volume 9 Issue 8, August 2021.

PAPER PRESENTATIONS

1. "Green Awareness in Action—Impact on Environmental Knowledge, Values and Behaviour in women consumers" presented at the National Conference on Recent advances in Technological Innovation in IT, Management, Education and Social Sciences at Srinivas University Mangalore.

SHORT TERM COURSES AND WORKSHOP ATTENDED

1. Attended Faculty Development Programme on "Multivariate Data Analysis using SPSS and AMOS- A Publication focus organized by TAPMI Manipal on 20 and 21st April 2018.
2. Attended a workshop on Questionnaire Building & Inferential Analysis organized by Govt First Grade College Haleyangadi on 20-02-2019.
3. Organised intercollegiate Workshop on Eco-friendly agricultural practice and rain water harvesting on 31-08-2019.
4. Short term course in Disaster Management and Climate change from 12-02-2020 to 18-02-2020 at University of Madras HRDC Chennai.

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